

BID BOARD NOTICE

PROCUREMENT ID NUMBER: PHPA-S1777

EMARYLAND MARKETPLACE BID NUMBER: MDM0031018385

ISSUE DATE: January 9, 2015

TITLE: *Radio Media Buy and Placement to Increase Awareness of the Dangers of Youth Smokeless Tobacco Use – Garrett, Allegany, Washington, and Carroll Counties*

**PLEASE READ THE ENTIRE SOLICITATION BEFORE SUBMITTING
YOUR PROPOSAL**

**THIS SOLICITATION SHALL BE MADE IN ACCORDANCE WITH THE SMALL
PROCUREMENT REGULATIONS DESCRIBED IN COMAR 21.05.07**

This solicitation has been designated as a Small Business Reserve (SBR); only registered SBRs may respond. Please apply at <http://emaryland.buyspeed.com/bs/> to begin the process, and then follow the prompts to see if your business qualifies. For assistance in the SBR registration process, please call 410-767-1492. If you qualify, please put your SBR number on the Bid Form.

Summary Statement

The Center for Tobacco Prevention and Control (hereafter referred to as CTPC) within the Maryland Department of Health and Mental Hygiene (DHMH) is soliciting bids for a four (4) week media placement on radio station(s) that reach Garrett, Allegany, Washington, and Carroll Counties. The ads will support initiatives to reduce the high usage rate of other tobacco products in Western Maryland by increasing awareness about the dangers of youth smokeless tobacco use.

A single contract will be awarded to the Offeror that best meets the needs of the evaluation criteria. The anticipated term of the contract resulting from this solicitation will begin *on or about* February 2, 2015 through March 27, 2015. **Financial proposals must equal \$20,000.**

Funds for this promotion are available through a cooperative agreement between DHMH and Centers for Disease Control and Prevention (CDC), and are contingent upon continued federal support for this promotion. *Funds may not be used to finance tobacco use cessation (counseling or products) or to finance lobbying for legislation.*

Background

Tobacco use among Maryland public high school youth decreased by almost 40 percent from 2000 to 2013 – a decline largely attributable to a reduction in cigarette smoking. Unfortunately, underage public high school use of smokeless tobacco has increased significantly from 4.7% in 2000 to 6.9% in 2013.¹

A higher proportion of minors than adults use smokeless tobacco in Maryland – the proportion of underage smokeless tobacco users is more than three times greater than the proportion of adult users (6.9 percent youth; 2.2 percent adults). Fruit- and candy-flavored (i.e., grape, strawberry, apple, peach, vanilla, chocolate, etc.) smokeless tobacco continues to be legally sold in Maryland and is increasingly popular among minors. Among underage youth who use smokeless tobacco, over 57% reported to use flavored smokeless tobacco products. Often times, smokeless tobacco is used in conjunction with other tobacco products, especially cigarettes.¹

Tobacco companies spent over \$451 million on advertising and marketing for smokeless tobacco products in 2011.² This is an increase of more than 80% from 2005 expenditures (\$250.8 million). Some of these costs pay for ads of smokeless tobacco products (e.g. snus) in magazines with higher youth readership.³

Smokeless tobacco use has many detrimental health effects. The nicotine found in smokeless tobacco is very addictive, which may lead to use of other tobacco products, especially among young people. Smokeless tobacco contains many cancer causing chemicals, and use of these products has been found to cause cancer of the mouth, esophagus, and pancreas, and can also cause gum disease, tooth decay, and tooth loss.⁴

The Maryland Tobacco Quitline – 1-800-QUIT NOW (1-800-784-8669) - is a FREE service provided by DHMH that launched in June 2006. The Quitline provides telephone-based counseling to Maryland residents who are 13 years of age and older who are interested in quitting tobacco use – including smokeless tobacco. The Quitline is available seven days a week, 24 hours per day, and services are available in English, Spanish and additional languages. The Quitline also provides information to non-tobacco users to assist family members and friends through their quit process. Additionally for residents 18 years of age and older, the Quitline provides up to four weeks of Nicotine Replacement Therapy (patch or gum) as supplies last, a web based program, and text support. See services at www.smokingstopshere.com.

The Western Maryland Region has some of the highest youth smokeless tobacco use rates in the state; airing radio ads in this region will reach underage youth, young adults, and parents to

1Monitoring Changing Tobacco Use Behaviors: A Report to the Maryland Governor and the General Assembly, Fiscal Year 2013. (2014, August). Baltimore, MD: Maryland Department of Health and Mental Hygiene.

2 Federal Trade Commission. Smokeless Tobacco Report for 2011. Retrieved January 8, 2015 from <http://www.ftc.gov/sites/default/files/documents/reports/federal-trade-commission-smokeless-tobacco-report-2011/130521smokelesstobaccoreport.pdf>

3 Campaign for Tobacco Free Kids. Smokeless Tobacco and Kids. Retrieved January 8, 2015 from <http://www.tobaccofreekids.org/research/factsheets/pdf/0003.pdf>.

4 Centers for Disease Control and Prevention. Smokeless Tobacco: Health Effects. Retrieved January 8, 2015 from http://www.cdc.gov/tobacco/data_statistics/fact_sheets/smokeless/health_effects/index.htm

heighten awareness about youth smokeless tobacco usage, show these products are not safe alternatives to cigarettes, and provide an evidence-based resource to help users who are ready to quit.

CTPC is seeking a vendor to tag and place radio ads that will reach youth, young adults, and adults in Garrett, Allegany, Washington, and Carroll Counties. CTPC will provide a (:30s) radio ad to the selected Offeror upon award in broadcast-ready format. The selected Offeror shall finalize the ad by tagging it with information directing listeners to the Maryland Tobacco Quitline (1-800-QUIT NOW) and provide any additional Department information.

Scope of Work

The selected Offeror shall:

- A. Provide a work plan that outlines deliverables of the contract and provides a detailed timeline for finalizing the radio ad, radio ad placement, implementation of added value components, and final reporting.
- B. Tag the end of the radio ad to direct listeners to the Maryland Tobacco Quitline (1-800-QUIT NOW) and include any other necessary Department information. A (:30s) ad is currently available and will be provided to the selected Offeror upon award. The selected Offeror must be able to deliver a draft of the ad(s) within 5 days of contract award to allow for review and approval by the Department, prior to placement.
- C. Provide a media placement schedule including days and times of where and when the media will air, focusing on times of high listenership. Placement shall maximize reach in Maryland counties of this region. A rationale for station(s) and schedule selected shall be provided.
- D. Provide at least one additional value-added component – E.g., bonus buys, interviews, web banner placement on affiliated station website, etc. – in which campaign messaging can be further promoted.
- E. Place the radio ads and added value components as per the approved placement schedule and work plan.
- F. Provide a summary report providing details of the contract deliverables, including final air times; any deviations, modifications, and/or ‘make goods’ from the original placement schedule and work plan; reach, impression, and frequency data; and description of added value components, due no later than March 27, 2015.

Ownership and Rights of Materials

Work produced as a result of this solicitation is and shall remain the sole property of the Department. The selected Offeror agrees that, at all times during the term of this contract and thereafter, the works created and services performed shall be “works made for hire” as that term

is interpreted under the federal copyright law. **All materials developed will remain the property of the State of Maryland. All related fees must be included in the final bid price.**

If any additional media is developed, final products must be available for the perpetual use of the Department for future campaigns at no additional cost. If talent is used, all talent fees and other related costs must be bought out for the indefinite use by the Department. Signed contracts and proof of talent buy-out must be provided to the Department to keep on file. The selected Offeror shall provide all material files in formats deemed necessary by the Department.

Mandatory Requirements

This solicitation has been designated as a Small Business Reserve (SBR). You must be registered as an SBR in order to submit a proposal.

Selected Offerors may not currently work with or have a history of working with the tobacco industry.

Technical Proposal Submissions

The Offeror shall send a proposal that must be no smaller than 12-point font, double-spaced, with one-inch margins. Technical proposals shall be no longer than six (6) pages (this excludes budget, budget narrative, and any attachments regarding organizational capabilities). One original and three (3) copies should be placed in a sealed envelope labeled "Technical Proposal."

Technical proposals shall include:

- A. Background Information:
 - 1. Organization Name
 - 2. Name, address, telephone number, e-mail address, fax number, and position/title of the individual who will serve as the primary contact for this contract.
 - 3. The Offeror's small business reserve number and federal identification number.
- B. The Offeror's experience with radio media buys in the targeted region; a minimum of two (2) letters of recommendation must be submitted from other agencies with whom the Offeror has collaborated or from former or current clients on similar projects.
- C. The Offeror shall submit a work plan that includes the process/timeline for tagging/finalizing the radio ad, radio ad placement, implementation of added value components, and final reporting.
- D. The Offeror shall submit a media placement schedule that reflects the total number and length of ads that shall be aired, at what times and days the ads shall be aired and on what station(s) for a four (4) week period *on or about* February 16, 2015 through March 16, 2015.

- E. In addition to detailed media placement schedules, the Offeror shall provide a summary that clearly outlines the GRP/impression information by station and in total. An example chart is below (add rows as needed) – Offerors may use this chart or may provide their own format as long as the information below is included.

Station Name/location	Type of placement	# of placements	GRP's to be achieved
	Radio		
	Added Value (list)		
TOTAL by Station			
Total of all stations/ placements combined			

- F. The Offeror shall provide a summary of the listener profile of station(s) selected, including a breakdown of the counties where the spots will air and provide rationale for the particular station(s) and schedules as to how they will capture maximize reach in this region of Maryland.
- G. The Offeror shall describe promotional added value – E.g., bonus buys, interviews, web banner placement on affiliated station website, etc. – and include the actual dollar amounts that will be offered to the State.
- H. Offerors shall disclose all conflicts of interest (obvious and non-obvious), if any, and describe in detail how the conflicts of interest will be ameliorated. If the Offeror is receiving other funding for tobacco control efforts, please describe how this funding is being used and the source of the funding.

Financial Proposal Submissions

Offerors shall submit one original signed and completed Financial Proposal Form along with three (3) copies. Offerors shall also provide one original signed separate line item budget and narrative (Attachment A) along with three (3) copies. The Financial Proposal shall be placed in a sealed envelope labeled “Financial Proposal.” The Financial Proposal shall be all inclusive – all costs associated with completing the deliverables of the contract must be included in the budget.

Award

An award will be made on the basis of the most advantageous offer to the State of Maryland considering price *and* the evaluation criteria found in this solicitation. The technical component and financial component are given equal weight.

Technical Evaluation Criteria of Proposal

The State will evaluate Technical Proposals based on the following evaluation criteria. These are listed in descending order of importance.

- A. Does the Offeror's proposal provide a clear schedule and rationale of when the ads shall run and do the proposed times, number of ads and stations provide sufficient reach of the region to maximize State resources?
- B. How experienced is the Offeror in providing radio buys in the region (including relevant past projects to demonstrate Offeror capabilities for the project outlined in this solicitation).
- C. Does the Offeror's proposal provide a clear audience profile that identifies and justifies the station(s) selected?
- D. Does the Offeror's proposal provide a work plan that includes a realistic timeline for completing the project?
- E. How strong is the Offeror's added value component?
- F. Does the Offeror have any conflicts of interest?

Financial Evaluation Criteria of Proposal

The State will evaluate Financial Proposals based on the following evaluation criteria.

- A. To what extent does the Offeror provide a clear and rational budget and budget narrative that is all inclusive of proposed services?

Contract Term

The term of this contract shall be on or about February 2, 2015 through March 27, 2015.

Billing

Payment will be made by CTPC upon receipt of acceptable deliverables and invoices from the selected Offeror. The selected Offeror shall bill the Department 50% upon receipt of the contract. The remaining 50% will be billed upon satisfactory completion of project deliverables and receipt of a final itemized invoice and summary report from the selected vendor. **Invoices must be on company letterhead and include vendor's name, address, date, line item breakdown, Tax ID #, contract number, Blanket Purchase Order (BPO) number, and signature in order to be processed.**

BID SUBMISSION INFORMATION

Interested parties should place both their sealed Financial Proposal envelope and sealed Technical Proposal envelope into a single submission envelope with the Procurement Officer information and the Procurement ID clearly marked. The Financial Proposal must include ALL final costs for completing the project.

SUBMISSION DEADLINE

Bids must be mailed or hand-delivered and must be received by the **Procurement Officer NO LATER than 12 p.m. NOON January 23, 2015** in order to be considered. Submission envelope must show the Procurement ID number. **Offerors cannot submit multiple responses and only one proposal permitted per envelope.**

Offerors who hand-deliver proposals are requested to please ask the building's security desk for a visiting pass and go to the Third (3rd) Floor, Room 306 and ask for Chuck Bailey. *NOTE: When dropping off the offer, please obtain a receipt.

Offerors that have a courier deliver proposals are requested to please ask the building's security desk to telephone the PROCUREMENT OFFICER (Chuck Bailey, 410-767-5601). *NOTE: When dropping off the offer, please obtain a receipt.

Offerors who mail proposals should allow sufficient mail transit time to ensure timely receipt by the PROCUREMENT OFFICER. Proposals and/or unsolicited amendments to proposals arriving after the closing hour and date noted above will not be considered. For any response that is not hand-delivered, the offers must confirm, at least 60 minutes before the deadline, that the proposals were received in PHPA Procurement. **PHPA is not responsible for proposals dropped off in the mailroom.** Questions regarding this solicitation should be directed (by e-mail only, no phone call will be accepted) to the PROCUREMENT OFFICER.

NO FAX OR EMAIL PROPOSALS WILL BE ACCEPTED.

Procurement Officer:

Chuck Bailey
Procurement Specialist
Department of Health and Mental Hygiene
201 W. Preston St., Rm. 306
Baltimore, MD 21201
Phone: 410-767-5601
chuck.bailey@maryland.gov

ISSUING OFFICE:

Dana Moncrief
Chief, Statewide Public Health Initiatives
Department of Health and Mental Hygiene
Center for Tobacco Prevention and Control
201 W. Preston St.
Baltimore, MD 21201

**MINORITY BUSINESS ENTERPRISES ARE STRONGLY ENCOURAGED TO
RESPOND TO THIS SOLICITATION**

Attachment A – Financial Proposal Form

PROCUREMENT I.D. NUMBER: PHPA-S1777

ISSUE DATE: January 9, 2015

TITLE: *Radio Media Buy and Placement to Increase Awareness of the Dangers of Youth Smokeless Tobacco Use– Garrett, Allegany, Washington, and Carroll Counties*

A. Offeror Information:

Vendor Name: _____
Federal Tax ID (FEIN#): _____
Contact Person: _____
Address: _____
Telephone/Email: _____
Fax: _____
SBR Number: _____

B. Total cost of contract must equal \$20,000 (excluding added value components)

Signature

Date

Vendor signature and date certifies that technical and budget submissions are correct and that vendor agrees to perform all services stated in BBN PHPA-S1777.

Department of Health and Mental Hygiene Line Item Budget*

Budget Period from 2/2/15 to 3/27/15

BUDGET ITEM	PROPOSED DHMH SUPPORT
1. Personnel costs	
2. Consultant and/or subcontractor costs	
3. Other direct costs (tagging ads, media placement, etc. please explain)	
Total DIRECT Costs	
Indirect Cost ⁵	
TOTAL COST	\$20,000

* Include Budget Narrative on a separate page and attach it to the Financial Proposal Form.

⁵ Indirect cost may not exceed 10% of personnel in item 1.